Global Institute for the Study of the Intelligent Community in Dublin, Ohio, USA – Work Session
February 29, 2016

General Notes:

As a follow up to the kick-off conference in October of 2015, 47 thought leaders from government, higher education, private industry and not-for-profit met to continue building the framework for the Global Institute for the Study of the Intelligent Community in Dublin, Ohio, USA.

This one day work session hosted at the Ohio University Dublin Integrated Education Center included a presentation from Connect Ohio, three breakout facilitation discussions and concluded with a wrap up and next steps. The following are the notes from each of these breakout discussions along with notes on what the "next steps" will be for the institution.

Breakout Discussion Format:

Small Group Process Outline and Questions for Facilitators

6 Key frameworks from the Intelligent Community Forum:
- Broadband Connectivity
- Knowledge Workforce
- Innovation
- Digital Inclusion
- Marketing and Advocacy
- Sustainability

Geopopulation Perspectives for Consideration:
- Urban communities
- Suburban communities
- Rural communities

Regarding broadband community infrastructure and capacity, please consider the following critical elements of the Institute's work and consider the important questions pertinent to each element.

Breakout 1: Intelligent Ohio

Facilitation Questions/Prompts

1. *What is an "Intelligent Ohio"?*
2. *What does success look like?*

Breakout 1: Intelligent Ohio (Continued)

*The room broke up into three sub-groups to discuss the above two questions for an hour.

How do we achieve success?

- Administrative support for financing fiber
    - Some sort of oversight
    - Integrated within state government

- How do we get greater reach/greater equity?
    - Affordable access, adequate speeds, digital skills

- Creative financing structures
    - Economic Model
    - Financing for last mile
    - Understand what obstacles are
    - How do we build the backbone?
    - Who is going to pay for it?

- Education
    - Ability of communities to understand new businesses & industries – abundance model & increased value (economic and community)
    - Increase in AP students as a result of broadband access
        - Diversity of global information available
    - Increased access (minimum) of students to necessary & specialized info/services
    - Digital Learning – Hocking College
        - Direction of education
        - What schools are going digital
            - Home access issues
    - Tools to assist education & public service access & effectively break the cycle of poverty via access & use
    - Change in school/public funding that changes the model to a "learning or disintermediation model

- Advocacy –
    - Education on what & where the gaps are
    - Allow virtual communities on Institute's website (advocate on the web)
        - Use social media for advocacy
    - Changes in Policy Re: Access via the clearinghouse function of the Institute

- Equity, Economic & Environmental Goals
    - Digital Inclusion
        - Increased #'s is the success measure
    - Measuring the ability through technology to aggregate demand

- Hudson, Ohio – Municipal owned and deployed broadband (get business plan)
  - Grew out of demand by businesses and unaffordable last mile fee
  - Residential is going to get broadband here soon
  - Council agreed to fund based on demand by businesses and residents
  - Municipal Electric

- City's with Municipal Electric Departments can more easily leverage infrastructure to lay their own fiber (Hudson, Westerville etc.)
  - How many communities have municipal electric divisions (contact AMP Ohio and Buckeye Power)
  - Alliance between Energy and Information
  - Customers (residents and businesses) create demand for broadband
    - Measure success through economic impact

- Measure the ability for community to address their challenges / Self-Assessment – Lists Primarily
  - What are the gaps?
  - What are the deficiencies?
  - Recognizing the barriers
  - Process Indicators – Need more outcomes info and focus

- Community Connected Initiative
  - Department of Commerce

- Pew Charitable Trust Data – Adoption of Broadband is actually dropping due to cost
  - Moving to Cell Phone Only

- Access to Broadband from home (not just in the community)
  - That connections at home are equal or exceed what's available at work

- Economic Development
  - Rate of Business Creation & Sustainability
  - College Town – Brain Drain to Gain
  - Accessibility
  - B2B, G2G, G2B, High Speed Connectivity

- Increased levels of & ability to support collaboration

- Leadership Buy-In

- Metcalfs' Law – Value of the Network
  - Track & Increase # of Nodes
  - Viral Aspects

- That Broadband be viewed as critical infrastructure
  - Policies in place to support this

- o Making it standard in orgs
- o Public Utility

- Inventory of capacity & capability

Breakout 1: Intelligent Ohio (Continued)

- Awareness of the problem
  - o Create profiles of issues for each community

    - Infrastructure, uses, adoption
      - Statewide Strategies
    - Willingness to do something

- Need Champions (at every level)
  - o What's the "pain quotient"?
  - o Why did Connect Ohio get cut?

- Convincing Ohio about the need, necessity (4th Utility)

- Universities to work to educate residents on need.

- Energy, Transportation, Etc.
  - o Rethinking the new virtual economy & society

- Smart Cities Grants

- Broadband – Contradictions unearthed
  - o How do we think about current job/employment

- How are people going to use the broadband?

- Open Data from the right places

- Increase numbers and breadth of participation from statewide players in the ICF Institute.

- Available information, data, while papers for state in the ICF Institutes
  - o Best Practices
  - o Number of meetings outside formal ICF Institute – Dublin, Ohio, USA between Institute members
  - o Need for data on use & speed
  - o Registry – sharing of successes
    - Case studies

- - - "Road map"
    - How do we find each other & connect (website)
  - <u>Website</u>:
    - Registry, case studies, community stories & status, agreements (by type), legislation, grants / partnerships, public / private partnerships, university updates, legislators – who is supportive, ICF Foundation communities (145 currently), effective marketing, each indicator – structure around

- Leveraging other associations (International Town & Gown Association)

- Must be neighborhood focused
  - All indicators & outcomes applied locally – bottom up

- A more focused approach to/on data analytics – local ability to effectively use data that's abundantly available

- Digital Equity – throughout state

- Technical Knowledge / training
  - Residents – how to leverage use

- Institute members – sharing success & needs – what are we each doing?

- Common language in the community – why
  - "Selling it"
- Younger Generation
  - Need to understand
  - How to make them think about future need of
- Sustainable
  - What is on the horizon that we have to prepare for now?
- State-level leadership enlightened
  - Expectation
  - Support *Institute & Members can help in this effort
  - Broadband Caucus
  - Inclusion of state leaders in important conversation
  - Lobbying efforts
- Legislation
  - Influence – alliances
  - Lobbying arm to represent
  - Industry strong on lobbying
  - Current Bill (Steve Hahnbly – House Rep Sponsor)
- Mind Share – Broadband as a 4th utility
  - Just like water – start-ups & businesses need it

- Build knowledge Workforces
- Marketplace
  - Best value
  - Competition
  - Educated Consumers
- Industry – equal owner
- Options for rural
  - Satellite
  - 2-3 years – might be something else
- Business to school connections
  - STEM & Beyond
  - Workforce Development
  - Provide Broadband
- Public / Private Partnerships
- Advocacy
  - Economic Development Leadership – need understanding
  - Leverage press / media – framing of issues
- Ohio rankings of ICF
  - 6 indicators
  - Annual awards?

Breakout 2: Next Steps & Actions

How to get there / Next Steps (Effective Institute – Intelligent Ohio)
- Have to define where "There" is
  - ICF Self-Assessment – Global Index
  - 6 Indicators
  - Who's aware of this info?
  - Promote completion of ICF Self-Assessment to gain clarity of where "there" is
  - Self – Organize into communities to decide where "There" is and then self-organize to get "There"
    - Different in/for each group
    - Public / private partnerships to assist in getting (Service Chair)
    - Relevancy & Visibility
- Education
  - Engage Educational Institutions to get them to advocate for broadband and to shape policy to include it & champion the need for it
  - Universities can distill data for good decisions (analytics & reporting)
  - Addressing Policy Issues
  - Curriculum design for grass roots movements & how to affect change
- Policy / Legislation
  - Change local regulations & Policies to require build outs & capacity
  - Westerville will work with Politicians / Legislators to identify ways to work with them; not against them

- Sharing / Collaboration
  - Convening Communities to OWN the Asset & Build it out
  - Schedule a meeting of developers and local foundations to meet and determine how to "build" and fund change
  - Gather & create repository for sharing success stories, processes and case studies (local, state, national, globally – website)
  - Taking facts to member communities to show them where we're going and enlist their participation
  - Help with assessments & assist local governments to know what they have, what the gap & where they might need help (Ice-Miller) – Towards Self-Awareness
  - Columbus to work with Youngstown to collaborate on shared grant & capability to get them to Smart 21 to #1
- Mobility
  - Sharing information on how broadband can sssist to reduce pain points to access & successful use - outcomes
- How do you support self-organization of local groups / individuals for action
- Need tangible economic models
  - North Canton/NE Ohio – working to build out shared capacity in Free Market Access Model
  - Town Hall
- MORPC – Putting together a group to inventory fiver availability (database) in Central Ohio
- Transportation – establish that broadband is included in infrastructure policy and build out
- Convene meeting of ICF Institute members to share ideas, case studies and joint game plan for broadband

- Use Social Media & Meet Ups to identify Special Interest Groups (SIG's) and have discussions via social media (Polished Work Products)
- Oak Hill will go back and define success & re-evaluate access by underprivileged groups
- Research available grants to do analysis of benefits of Fiber/Broadband

Four Focus Areas

Following the second round small group discussions, Dana McDaniel, Lou Zacharilla and Dave Baldwin laid out what they believed to be the four focus areas for moving the Institute forward.

1. **Assess & Evaluate**
   Metrics towards 6 indicators
2. **Energize & Educate**
   City by City/Community Accelerator
3. **Research & Development**

Needs
4. **Leverage Affiliations**
Statewide/Associations/Global